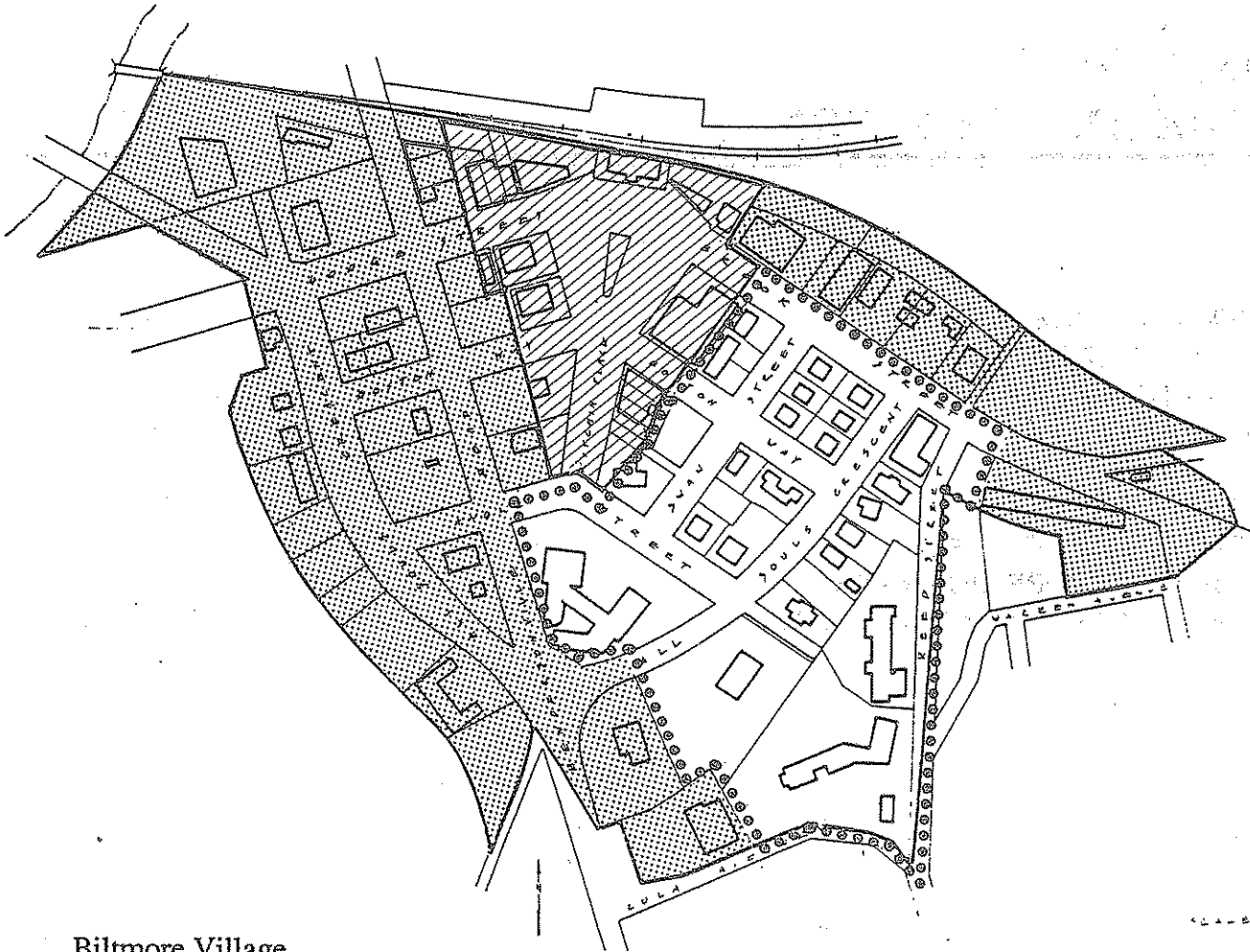

CHAPTER 6:

GUIDELINES FOR SIGNS

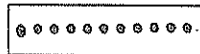
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VILLAGE SUB-AREAS FOR SIGNAGE GUIDELINES

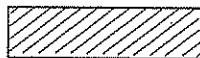


Biltmore Village

COTTAGE AREA



COMMERCIAL CORE



HIGHWAY COMMERCIAL



CHAPTER 6: GUIDELINES FOR SIGNS

Policy:

Signs should be subordinate to the architecture and overall village character throughout the district.

GENERAL INFORMATION CONCERNING ALL SIGNS IN BILTMORE VILLAGE

These guidelines apply in addition to the sign regulations in the City sign ordinance. Where there is a conflict or apparent conflict between the two, these guidelines and the decisions of the Historic Resources Commission will govern.

The HRC has the authority to grant variances to these guidelines if special circumstances warrant them. If you feel your situation warrants special consideration, make the facts known to the commission.

Street address numbers are not counted as signs, as long as they are displayed in a straightforward, functional, unornamented manner.

The frames and supports for signs will not be considered a part of the sign as long as they are modestly proportioned and are not major architectural statements.

A cloth banner will be allowed in addition to the permitted signs on a temporary basis (30 days maximum) for "grand openings" and closings.

Sign area will be computed in the following manner:

- Standard mathematical formulas will be used for common, regular geometric shapes.
- In the case of an irregularly-shaped sign or a sign with letters and or symbols directly affixed to or painted on the wall of a building, the area of the sign shall be the entire area within a single continuous rectilinear perimeter that encloses the extreme limits of all writing, representations, emblems or any figures of similar character, together with any material or color that forms an integral part or background of the display or that is used to differentiate such a sign from its backdrop or the structure against which it is placed.

- That portion of the sign structure which is made an integral part of the background of the display shall be included in computing the total sign area.
- The total surface area of multiple-unit signs shall include the spacing between the letters which comprise the word or words that convey the sign's message.

GENERAL SIGN GUIDELINES FOR ALL AREAS WITHIN THE DISTRICT

PROHIBITED SIGNS

33. NO OFF-PREMISE SIGNS ARE ALLOWED IN THE VILLAGE.

- "No sign or sign board shall be placed on any buildings thereon except such as may advertise the business conducted within said building..." (Deed covenants for the Village, 1924).

34. NO MOVEABLE OR PORTABLE SIGNS ARE ALLOWED IN ANY LOCATION IN THE VILLAGE.

35. NO ROOF SIGNS ARE ALLOWED IN THE VILLAGE.

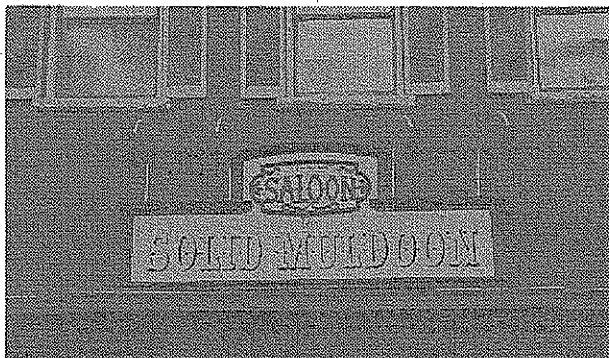
LOCATION

36. POSITION FLUSH-MOUNTED SIGNS SO THEY FIT WITHIN ARCHITECTURAL FEATURES.

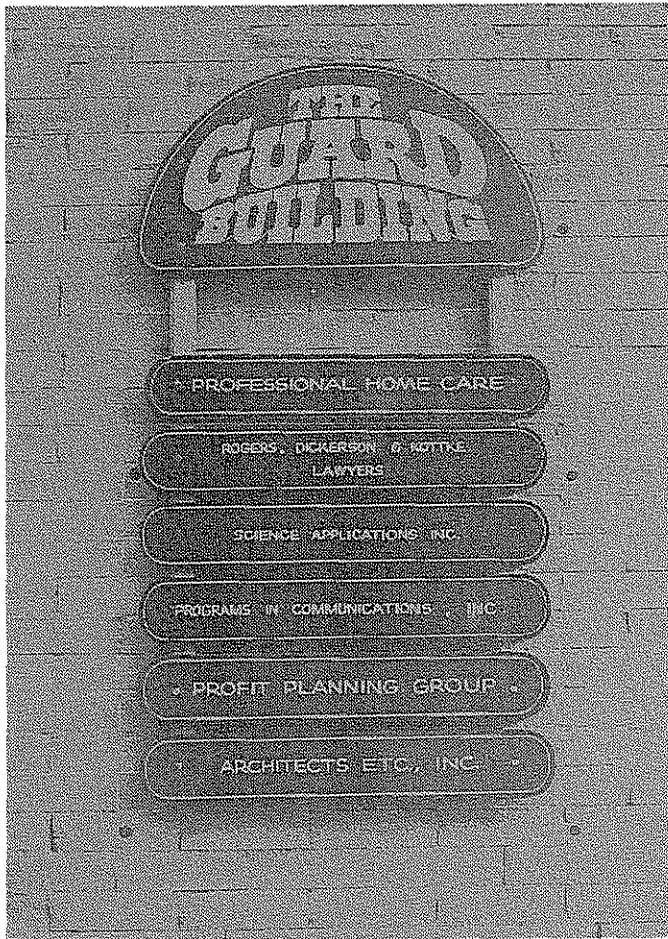
- Coordinate the color scheme with the building front.
- Locate flush signs so they do not extend beyond the outer edges of the building front.
- Avoid obscuring ornament and detail.

37. LOCATE PROJECTING SIGNS ALONG THE FIRST FLOOR LEVEL OF THE FACADE.

- Positions near the building entrance are encouraged.



Guideline 36. Flush-mounted signs should not hide original architectural details.



Guideline 38. Where several businesses share a building, coordinate the signs.

38. WHERE SEVERAL BUSINESSES SHARE A BUILDING, COORDINATE THE SIGNS.

- Align several smaller signs, or group them onto a single panel.
- Use similar forms or backgrounds for the signs, to visually tie them together.

MATERIALS

39. SIGN MATERIALS SHOULD BE COMPATIBLE WITH THE FACADE MATERIALS.

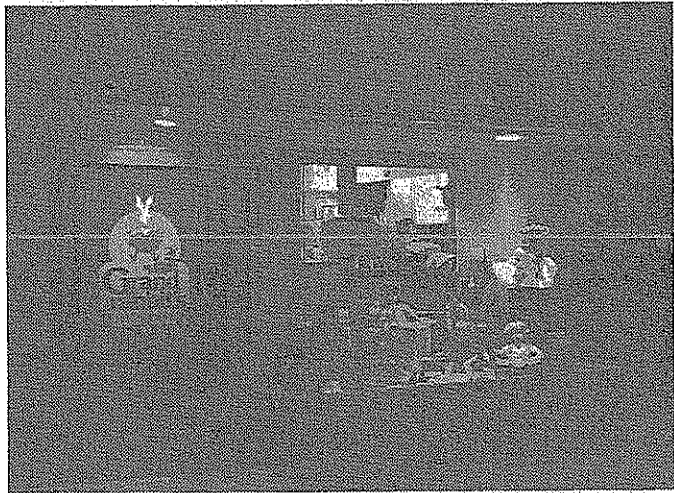
- Painted wood, fabric and metal are encouraged.
- Large plastic surfaces are inappropriate.

ILLUMINATION

40. ILLUMINATE SIGNS IN SUCH A WAY AS TO ENHANCE THE OVERALL COMPOSITION OF THE FACADE.

41. USE INDIRECT LIGHT SOURCES FOR ILLUMINATED SIGNS.

- These focus light on the sign and objects on display in a similar manner, so the viewer's eye moves comfortable between the two elements.
- Shield light sources so glare is also minimized.
- Internal illumination is not allowed.



Guideline 41. Use indirect light sources for illuminated signs.

PERMITTED SIGNS BY SUB-AREAS

For purposes of sign design, three sub-areas of the Village are designated, each with special provisions. Each sub-area has guidelines written specifically for it, taking into account the particular needs of the businesses there.

The sub-areas are:

- The Cottage Type Sign Area
- The Commercial Type Sign Area
- The Highway Commercial Sign Area

Refer to the Sign Sub-Area Map to determine which area applies to your property.

42. IN ALL CASES, LIMIT THE NUMBER OF SIGNS AS FOLLOWS:

Single-occupancy buildings:

- Two business identification signs are allowed per lot, only one of which may be free-standing.
- One awning sign and occasional product displays are allowed in addition to these limits.
- One additional attached sign is allowed on corner lots.

Multiple-occupancy buildings:

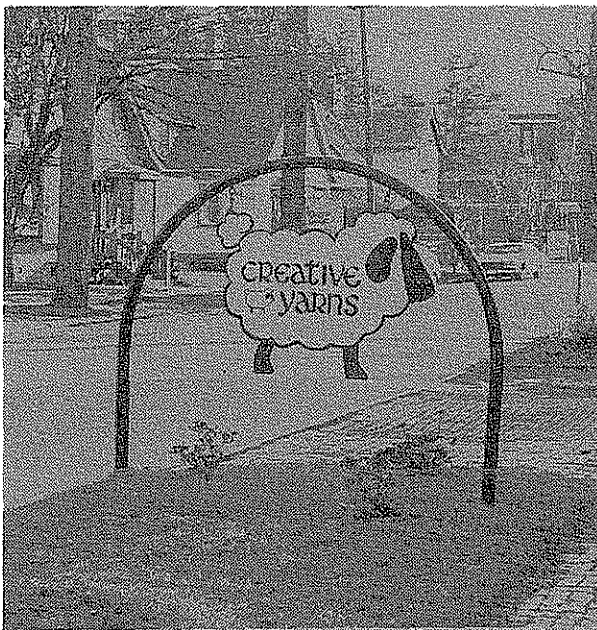
- See the special provisions described for each Sign Sub-area below.

THE COTTAGE TYPE SIGN AREA

These sign types may be considered in the "Cottage Type" Sign Area:

43. FLUSH-MOUNTED SIGNS:

- Locate flush-mounted signs on the building face, as long as architectural detail (such as half-timbering) is not obscured.
- The maximum total area of flush-mounted signs shall be 10 square feet per sign.
- The maximum projection of the sign surface from the wall shall be 6 inches.
- One building-mounted sign is allowed for each tenant.



Guideline 44: Free-standing signs may be placed in the planting strip.

44. FREE-STANDING:

For single-occupancy buildings:

- Limit the size per sign face to no more than 20 square feet, with a maximum of two sign faces per street frontage.
- Maximum of 6 inches between faces.
- Maximum height: 8 feet, measured from the street elevation at the nearest curb, to the top of the sign.

For multiple-occupancy buildings:

- One free-standing, multiple-occupancy sign is allowed for each building or development.
- The maximum size of 20 square feet per sign face for the first tenant space and 10 square feet for each additional tenant space, up to 40 square feet total maximum.
- A maximum of two sign faces is permitted.

45. PORCH-MOUNTED SIGNS:

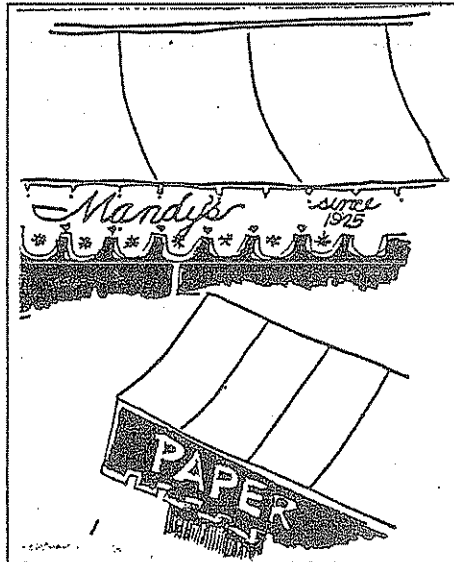
- Porch-mounted signs are allowed as long as they hang from the boxed beam above the porch or project from a porch column.
- The maximum size shall be 4 square feet.
- Only one porch-mounted sign is allowed per porch.
- The maximum projection of a porch-mounted sign shall be 36 inches from the mounting surface.

46. WINDOW SIGNS:

- Window signs may be painted on the glass or they may be suspended inside the building at the glass plane.
- Window signs may not exceed 25% of the glass area.
- One window sign is permitted per building face.

47. AWNING SIGNS:

- Awnings that incorporate symbols as signs are encouraged.
- The sign area may occupy no more than 20% of the awning surface.
- The sign area may not exceed 10 square feet per awning.



Guideline 47

COMMERCIAL CORE

These types of signs may be considered in the commercial core:

49. FLUSH-MOUNTED SIGNS:

- Signs may be mounted flush with the building face, as long as significant architectural detail is not obscured.
- The maximum size shall be 20 square feet for each flush-mounted sign.

50. FREE-STANDING SIGNS:

- The maximum size shall be 10 square feet per sign face for single-occupancy buildings.
- The maximum size shall be 20 square feet per sign face for multiple-occupancy buildings.
- A maximum of two sign faces is allowed.
- The maximum height shall be 8 feet, measured from the street elevation of the nearest curb to the top of the sign.

51. PROJECTING SIGNS:

- The maximum area shall be 10 square feet per face.
- A maximum of two sign faces per building is allowed.



Guideline 52: Window signs are encouraged.

52. WINDOW SIGNS:

- Window signs may be painted on the glass or they may be suspended inside the building at the glass plane.
 - The maximum area shall be 20 square feet for all window signs.
 - The total area of window signs also may not exceed 25% of the glass area.
- Only one window sign is permitted per building face.

53. AWNING SIGNS:

- Awnings that incorporate symbols as signs are encouraged.
- The sign area may occupy no more than 20% of the awning surface.
- The sign area may not exceed 10 square feet per awning.

54. PRODUCT DISPLAYS:

- Product displays may be located on the sidewalk or near a business entrance.
- Product displays may occupy no more than 25% of the linear frontage of the building.

HIGHWAY COMMERCIAL AREA

These types of signs may be considered in the commercial core:

55. FLUSH-MOUNTED SIGNS:

- Signs may be mounted flush with the building face, as long as significant architectural detail is not obscured.
- The maximum size shall be 30 square feet for each flush-mounted sign.

56. FREE-STANDING SIGNS:

- The maximum size shall be 60 square feet per sign face.
- A maximum of two sign faces is allowed.
- The space between sign faces may not exceed 12 inches.
- The maximum height shall be 18 feet, measured from the street elevation of the nearest curb to the top of the sign.

57. PROJECTING SIGNS:

- The maximum area shall be 15 square feet per face.
- A maximum of two sign faces per building is allowed.

58. WINDOW SIGNS:

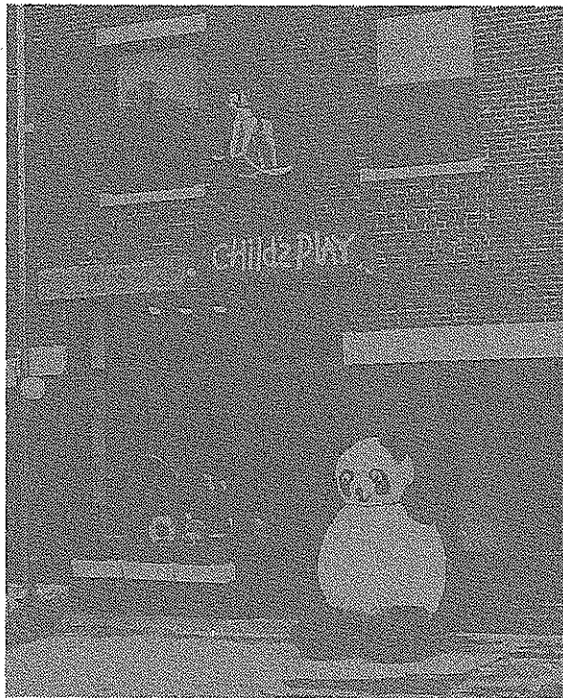
- Window signs may be painted on the glass or they may be suspended inside the building at the glass plane.
- The maximum area shall be 20 square feet for all window signs.
- The total area of window signs also may not exceed 25% of the glass area.
- One window sign is permitted per building face.

59. PRODUCT DISPLAYS:

- Product displays may be located on the sidewalk or near a business entrance.
- Product displays may occupy no more than 25% of the linear frontage of the building.



Guideline 57.



Guideline 59: Product displays may be located on the sidewalk or near a business entrance.